Basic premise of our argument :

*Armani, like many other fashion stores, has cultivated an image of elitism through their various marketing strategies etc. Their form of elitism is reflected in their prices, their ads, their stores and their employees ( which is where our initial situation becomes relevant. Although the whole store/employees being elitist is a small factor, it helps us focus on the much bigger picture. The bigger picture = Armani seems like they are deliberately targeting a richer market ( which was the Prof's argument ) , but in fact that's not their true intention*

I found a quote from Armani himself saying that -

*" I believe that different types of customers should be able to access the same design philosophy— that is why there are many facets to the Armani brand, from Armani Jeans to Armani Privé couture. I am not an elitist. I really want all sorts of people to be able to experience the Armani look, which is based around the idea of elegance and sophistication."*

*"Where the home is concerned, the equivalent of jeans and T-shirts are the smaller decorative items with which customers can make a difference in their homes without having to spend large amounts."*

So clearly Armani is a lying douchebag.

But we'll go with it, and use our situation analysis to prove that -

*Armani says that they target all consumers but is clearly focusing on a niche/rich market ( and we show this through the frames with analysis of their stores/employee codes/ advertisements/ charity events/ prices and competition etc ). This leads us to the conclusion that parts of Armanis structure doesn't match their "true" objectives . Which allows us to make recommendations on what to change ( like prices/store design/ shifting target market/ changing ads etc )in order for them to follow their objectives better, and consequently profit more.*

*For example : One key factor would be to expand targeting to untapped markets like Russia , India, China etc. Armani have already began to expand into South America and Mexico, so we could propose that they intensify and prioritize such programs. China actually makes up 18 percent of Luis Vuitton sales, so clearly the market opportunities exists.*

We should keep in mind that we want to maintain Armani's "luxury image" and keep the old rich customers, so our recommended changes should be limited . Which works out for us.

Personally I think it makes sense. If I was an all conquering elite fashion brand, my focus would be to diversify my market beyond just rich people. I would want to focus on how to make poor people spend the money they don't have. Sounds harsh, but the way I look at it - I've never felt the need to shop at Armani because the implications turned me off. I'm able to afford it, but Armani's image is such that I feel that it's "too much" and unnecessary. I'm not a goddamn hipster or anything, but I feel a majority of the public would feel the same way.

So I'm fairly confident in how we can work this out. Just wanted to outline my intentions so that we're all aware of the big picture. And if you guys have any recommendations/alterations/counter arguments - that would be more than welcome. Seriously..I really don't get off on leadership so I'd really be grateful for any feedback.

Also, the good part, I found a bunch of links that could possibly help us out. Go through them whenever you want, since it might not even be relevant to your specific frame.

* http://www.elledecor.com/decorating/articles/10\_questions\_giorgio\_armani
* http://www.fragrancex.com/products/\_bid\_Giorgio--Armani-am-cid\_perfume-am-lid\_G\_\_brand\_history.html
* http://www.scribd.com/doc/18794047/Armani-Marketing
* http://amberneat.files.wordpress.com/2011/02/266mkt\_a-n.pdf
* http://www.venturerepublic.com/resources/Giorgio\_Armani\_-\_the\_ultimate\_fashion\_brand.asp
* http://softwaresolutions.fibre2fashion.com/casestudy/the-armani-group-delivers-service/the-armani-group-delivers-service1.aspx
* http://www.sexandgender.net/2010/07/02/armani-code-ad-analysis/
* http://smallbusiness.chron.com/swot-analysis-fashion-industry-3295.html

P.S : Found out that Armani is owned by L'oreal. So we can choose to use that to our benefit since it increases our scope for analysis, or ignore it altogether because it may counter our arguments. Whatever suits the project.